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## Analysing and Reporting

### 1. Analysing the data

Once you have collected your data, you need to analyse it. Read all the completed surveys at least once before you start the analysis, so you have an idea of what people's responses are.

#### **Using paper surveys**

Before you start, number each survey form so you know which one is which. It will help you keep track of them when you enter the data into spreadsheets, or manually into Survey Monkey.

#### **Using spreadsheets**

Set up a spreadsheet with the question titles in the columns, and use one row per respondent. Enter the data from all the survey forms. For questions with Yes / No answers, for example, put 1 for Yes, 0 for No, and leave blank if anyone hasn't answered the question. Using numbers makes it easier to add up the numbers of responses using Excel – don't put ✓s or Xs in.

Using the functions in Excel enables you to analyse the data in a straightforward way (e.g. using Sum, Average, Percent, COUNTIF ). You can use Excel to make charts to represent the results more clearly.

#### **Using Survey Monkey**

Using Survey Monkey means that all the survey responses completed online are analysed automatically, and responses from paper surveys can be added manually so that all the responses are analysed together. The charts can be adjusted to show actual numbers of responses, or percentages.

#### **Analysing qualitative data**

Responses to open questions (e.g. Please describe what you have got out of today's event) are qualitative data. Copy and paste all the responses from your Excel spreadsheet, or from Survey Monkey, into a Word document. Read all the responses and identify emerging themes. It makes it easier if you highlight the different themes with different colours, and you can match them up with the outcomes which you are evaluating.

Qualitative data provides good quotes to back up your evidence in the evaluation report.

## 2. Reporting the results

It is a good idea to analyse and report on your data regularly. For example, write up the evaluation of each activity shortly after it takes place. That way, everything is fresh in your mind, it doesn't take too long to do, and the results will inform your planning for the next activity. Reviewing the results from the evaluation at least every quarter makes sure that the project is on track and responsive to any changes which are necessary.

The evaluation report at the end of the project will:

- Review the whole project,
- Assess to what extent the outcomes were met,
- Record things which were successful and less successful
- Make recommendations for the future

HLF's suggested structure for the evaluation report is in Section 7 of the HLF Evaluation Guidance. The report should tell the story of the project, what was successful, what was less successful and the reasons why, and make recommendations for the future. Put an executive summary at the beginning containing the key points, so that people can get a good idea of the project before they read the whole report.

Use plenty of photos and quotes to illustrate the report.

As well as written reports, you can produce shorter versions for church and community newsletters, for example. If you are doing a presentation to other people outside the project, you could make a Powerpoint presentation or a film.

After the end of the project, HLF will ask for quantitative data about number of events, visitors, etc, and demographic information about participants. This questionnaire is in Section 9 of the Evaluation Guidance.

Once your evaluation report is completed, use it to:

- Publicise and celebrate the successes of your Inspired Futures project
- Plan what you will do next
- Provide evidence to support future funding applications